

1 CLAIMS

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3 I claim:

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5 1. A method of recording and reporting consumer interaction with a digital publication
6 comprising the following steps:

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8 A. At least one advertiser submitting content to be included in a digital publication to a surveyor,
9 said digital publication being published by said surveyor;

10 A
11 B
12 C
13 D
14 E

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11 B. Said surveyor creating said digital publication stored on a digital storage medium, said digital
12 publication incorporating said content submitted by said at least one advertiser, said content being
13 tagged with an advertiser identifier;

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15 C. Sending said digital publication stored on said digital storage medium, and a unique consumer
16 password, to at least one consumer;

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18 D. Said at least one consumer interacting with said digital publication via a consumer computer
19 reading said digital storage medium;

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21 E. Said consumer interacting with said digital publication by browsing at least one section of said
22 digital publication, and taking at least one action in said at least one section;

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1 F. A consumer interaction history being stored in mass storage medium in said consumer
2 computer, said consumer interaction history comprising information including a session
3 identification number, at least one said advertiser identifier number, at least one object identifier,
4 at least one event identifier, sequence numbers, and at least one time/date stamp;

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6 G. Transmitting said consumer interaction history to a surveyor server;

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8 H. At least one said advertiser sending an advertiser query to said surveyor server; and

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10 I. Each said querying advertiser receiving a portion of each said consumer interaction history
11 wherein a consumer interacted with said digital publication content tagged with said querying
12 advertiser's identification number.

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14 2. The method of recording and reporting consumer interaction with a digital publication of claim
15 1 wherein said consumer computer communicates with said surveyor server via an internet, and
16 upon passage of a pre-determined time lapse or upon completion of a pre-determined number of
17 consumer actions; said consumer interaction history is transmitted to said surveyor server by way
18 of said internet.

19

20 3. The method of recording and reporting consumer interaction with a digital publication of claim
21 2 wherein if said consumer computer is not connected to said internet during a given consumer
22 interaction session, said consumer interaction history is stored in said consumer computer mass

1 storage medium until such time as said consumer computer is again connected to said internet,
2 and at that time said consumer interaction history is transmitted to said surveyor server.

3

4 4. The method of recording and reporting consumer interaction with a digital publication of claim
5 1 wherein said consumer computer communicates with said surveyor server via modem and
6 telephone line, and upon passage of a pre-determined time lapse or upon completion of a pre-
7 determined number of consumer actions; said consumer interaction history is transmitted to said
8 surveyor server by way of said modem and telephone line.

9

10 5. The method of recording and reporting consumer interaction with a digital publication of claim
11 2 wherein if said consumer computer is not connected to said surveyor server by way of said
12 modem and telephone line during a given consumer interaction session, said consumer interaction
13 history is stored in said consumer computer mass storage medium until such time as said
14 consumer computer is again connected to said surveyor server, and at that time said consumer
15 interaction history is transmitted to said surveyor server.

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17 6. The method of recording and reporting consumer interaction with a digital publication of claim
18 1 wherein the method steps occur in real time.

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20 7. The method of recording and reporting consumer interaction with a digital publication of claim
21 1 wherein at least one said querying advertiser receives a report, said report comprising a report
22 identification section and a timeframe and quantity section, said timeframe and quantity section
23 comprising a campaign name, a start date, and an end date.

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2 8. The method of recording and reporting consumer interaction with a digital publication of claim
3 7 wherein said report further comprises a map section showing consumer density of consumers
4 interacting with a given advertiser's content on a map.

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6 9. The method of recording and reporting consumer interaction with a digital publication of claim
7 7 wherein said report further comprises a map section showing mailing density of said digital
8 publication on a map.

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10 10. The method of recording and reporting consumer interaction with a digital publication of
11 claim 8 wherein said map section further comprises a geographic queries button, whereby said
12 querying advertiser may customize information depicted on said map.

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14 11. The method of recording and reporting consumer interaction with a digital publication of
15 claim 7 wherein said report further comprises a spreadsheet bottom, whereby an advertiser may
16 define one or more parameters to be depicted on a spreadsheet.

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18 12. The method of recording and reporting consumer interaction with a digital publication of
19 claim 7 wherein said report further comprises a response rates section, wherein consumer
20 purchases by product may be graphically depicted.

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1 13. The method of recording and reporting consumer interaction with a digital publication of
2 claim 7 wherein said report further comprises a usage rates section comprising a usage by day of
3 week presentation and a usage by time of day presentation.

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5 14. A method of recording and reporting consumer interaction with a digital publication
6 comprising the following steps:

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8 A. At least one advertiser submitting content to be included in a digital publication to a surveyor,
9 said digital publication being published by said surveyor;

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11 B. Said surveyor creating said digital publication stored on a digital storage medium, said digital
12 publication incorporating said content submitted by said at least one advertiser, said content being
13 tagged with an advertiser identifier;

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15 C. Sending said digital publication stored on said digital storage medium, and a unique consumer
16 password, to at least one consumer;

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18 D. Said at least one consumer interacting with said digital publication via a consumer computer
19 reading said digital storage medium;

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21 E. Said at least one consumer communicating said consumer password to a surveyor server by
22 way of an internet;

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- 1 F. Said surveyor server verifying said consumer password;
- 2
- 3 G. Said surveyor server sending a session identification number to said consumer computer by
- 4 way of said internet;
- 5
- 6 H. Said consumer interacting with said digital publication by browsing at least one section of said
- 7 digital publication, and taking at least one action in said at least one section;
- 8
- 9 I. A consumer interaction history being stored in mass storage medium in said consumer
- 10 computer, said consumer interaction history comprising information including said session
- 11 identification number, an identifier for each said advertiser, at least one object identifier, at least
- 12 one event identifier, sequence numbers, and at least one time/date stamp;
- 13
- 14 J. Upon passage of a pre-determined time lapse or upon completion of a pre-determined number
- 15 of consumer actions; said consumer interaction history being transmitted to said surveyor server
- 16 by way of said internet;
- 17
- 18 K. Said surveyor issuing an advertiser password to each said advertiser, and assigning an
- 19 associated advertiser domain to each said advertiser;
- 20
- 21 L. One said advertiser sending an advertiser query to said surveyor server by way of said internet,
- 22 said advertiser query including one said advertiser password corresponding to the querying
- 23 advertiser; and

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2 M. Said querying advertiser receiving a portion of each said consumer interaction history wherein
3 a consumer interacted with digital publication content tagged with said querying advertiser's
4 identification number.

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6 15. The method of recording and reporting consumer interaction with a digital publication of
7 claim 14 wherein if said consumer computer is not connected to said internet during a given
8 consumer interaction session, said consumer interaction history is retained stored in said consumer
9 computer mass storage medium until such time as said consumer computer is again connected to
10 said internet, and at that time said consumer interaction history is transmitted to said surveyor
11 server.

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13 16. The method of recording and reporting consumer interaction with a digital publication of
14 claim 15 wherein at least one said querying advertiser receives a report, said report comprising a
15 report identification section, a timeframe and quantity section, a target area section, a map
16 section, and a spreadsheet button.

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18 17. The method of recording and reporting consumer interaction with a digital publication of
19 claim 16 wherein said map section further comprises a geographic queries button, whereby said
20 querying advertiser may customize information depicted on said map.

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1 18. The method of recording and reporting consumer interaction with a digital publication of
2 claim 17 wherein said report further comprises a response rates section, a usage rates section, and
3 a display of current estimated return on investment.

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5 19. The method of recording and reporting consumer interaction with a digital publication of
6 claim 18 wherein said response rates section comprises a display of a consumer response rate and
7 a consumer purchase rate.

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